

The bachelor thesis „Film Reviews and Media Patnership“ deals with film reviews in the context of ethical problems of media partnership. In the theory section in summarizes available information concerning the issues that are being investigated. The practical part is based on qualitative content analysis of film reviews published in the selected press. Through the comparation of evaluation of the respective films by the media partners and other periodicals we are investigating, if media partnership affects the content of reviews and the overall presentation of the films.